

## Logos, Pathos, Ethos

### Guided Notes

#### What two factors impact the success of a speech?

- What you say
- How you say it

There are lots of different speeches a person can give. What kind of speech is Atticus's closing argument? Persuasive

In order to achieve the two factors listed above, speakers need to maintain a balance of the following three concepts: Logos, Pathos, and Ethos.

#### Logos (Greek for "Word")

- What is "Logos"?
  - The content of the speech -- what you are saying should make sense to the listener; convince the person solely through the words. Make them see the strengths in your argument and the flaws in others' arguments.

(If you read famous speeches, you don't need to hear the speaker to feel persuaded -- you can read the arguments in the words.)

- The *logos* of a speech is commonly achieved by using evidence and clear claims/counterclaims that people will relate to

## **Pathos (Greek for “experience” or “suffering”)**

- What is “Pathos”?
  - A speaker’s ability to help the listener feel what the speaker feels -- to connect through the speakers’ feelings; evoke empathy from your audience
- The *pathos* of a speech is commonly achieved by using stories; connect your life or experience to your audience’s

## **Ethos (Greek for “character”)**

- What is “Ethos”?

A speaker’s ability to convince the listeners that s/he is someone worth listening to, that s/he knows what s/he is talking about. If someone speaks with great ethos, you are likely to trust him/her almost regardless of the message
- What are some examples of *Ethos*?
  - Advertisements (like a doctor advocating a certain medicine) and brand names (Nike *swoosh* has an ethos -- you trust the product more than an unknown one), salesmen...politicians in interviews, etc.